"Branding GIs"
Building Denominations of Origin that connect with consumers

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WIPO G.I. Symposium 2011

June2011

Geographical Indications and the challenge behind them.

Consumer

Origin should be relevant.

Producer

Producer´s hard work and quality should be recognized.

Consumers recognize and value the informational content of Geographical origin labels
(Consumer preferences for country - of - origin, geographical indication, and protected designation of origin labels 2009)

92% consumers in the US want to know where their food comes from *(Consumers Union poll, 2007)*

90% believe knowing the country of origin of the foods they buy will allow consumers to make safer food choices *(Zogby International survey 2007)*

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The 100% Colombian Coffee Program and the PGI gave us the necessary knowledge to advance in the process.

Organized producers

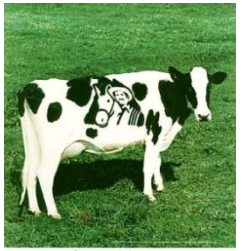
A defined domain

A system behind the product

Technical Assistance

Quality Control

Advertising & PR



R&D

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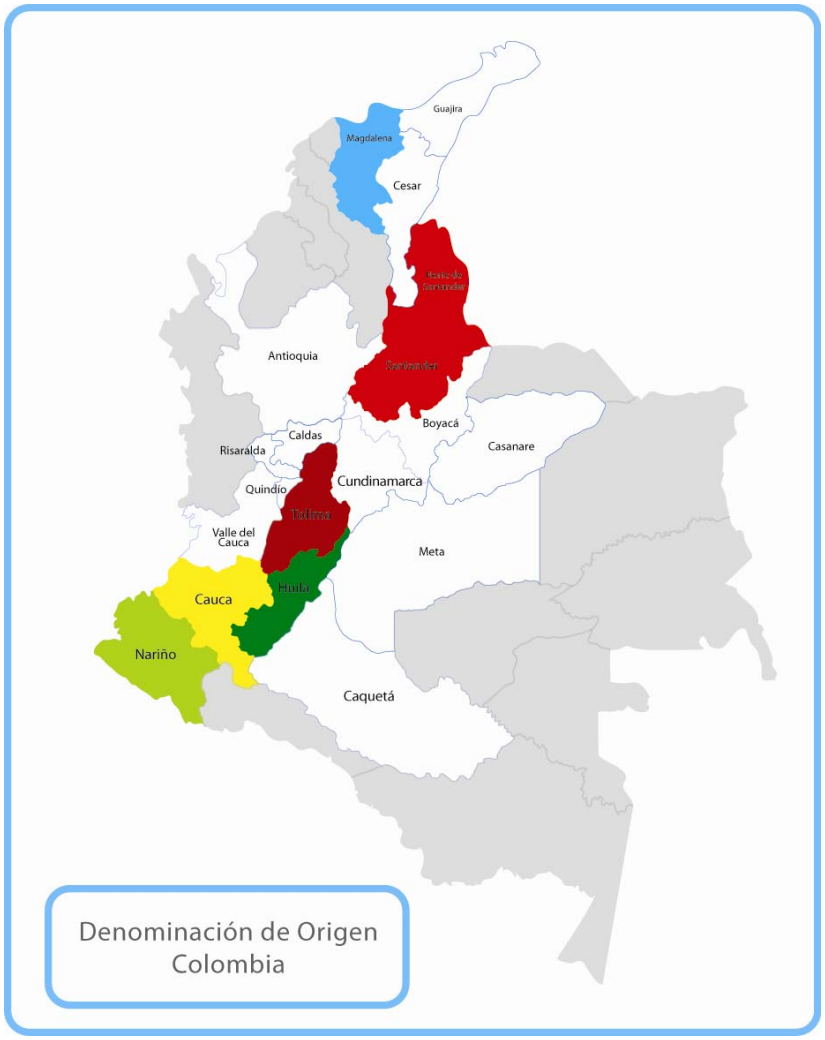
Café de Colombia was the start. Regional DOs follow the Bordeaux example

In 2006 FNC begun to work on the viability of a regional GI Strategy



Nariño
- Growers: 33.340
- Average coffee farm size: 1.52 Ha.
- Growers with less than 5 Ha: 99.07%

Cauca
- Growers: 87.668
- Average farm size: 2.16
- Growers with less than 5 Ha: 99.37%

Huila
- Growers:62.322
- Average farm size: 4.30
- Growers with less than 5 Ha: 95.82%

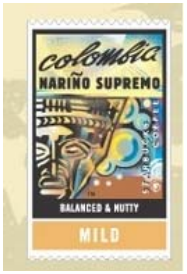
Santander , Norte de Santander
- Growers: 49.490
- Average farm size: 8.39
- Growers with less than 5 Ha: 95.68%

Guajira, Cesar, Magdalena
- Growers: 9.795
- Average farm size: 27.8
- Growers with less than 5 Ha: 70.92%

Tolima
- Growers:53.471
- Average farm size: 6.22
- Growers with less than 5 Ha: 94.62%

Nariño case

Growers: 33.340
Average farm size: 1.52 Ha. (3.75 acre)
Growers with less than 5 Ha.: 99.07%
Average coffee plantation size: 0.64 Ha. (1.58 acre)



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Geographical Indications and the challenge behind them

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- ✓ **Define** and characterize product in terms of its essential characteristics
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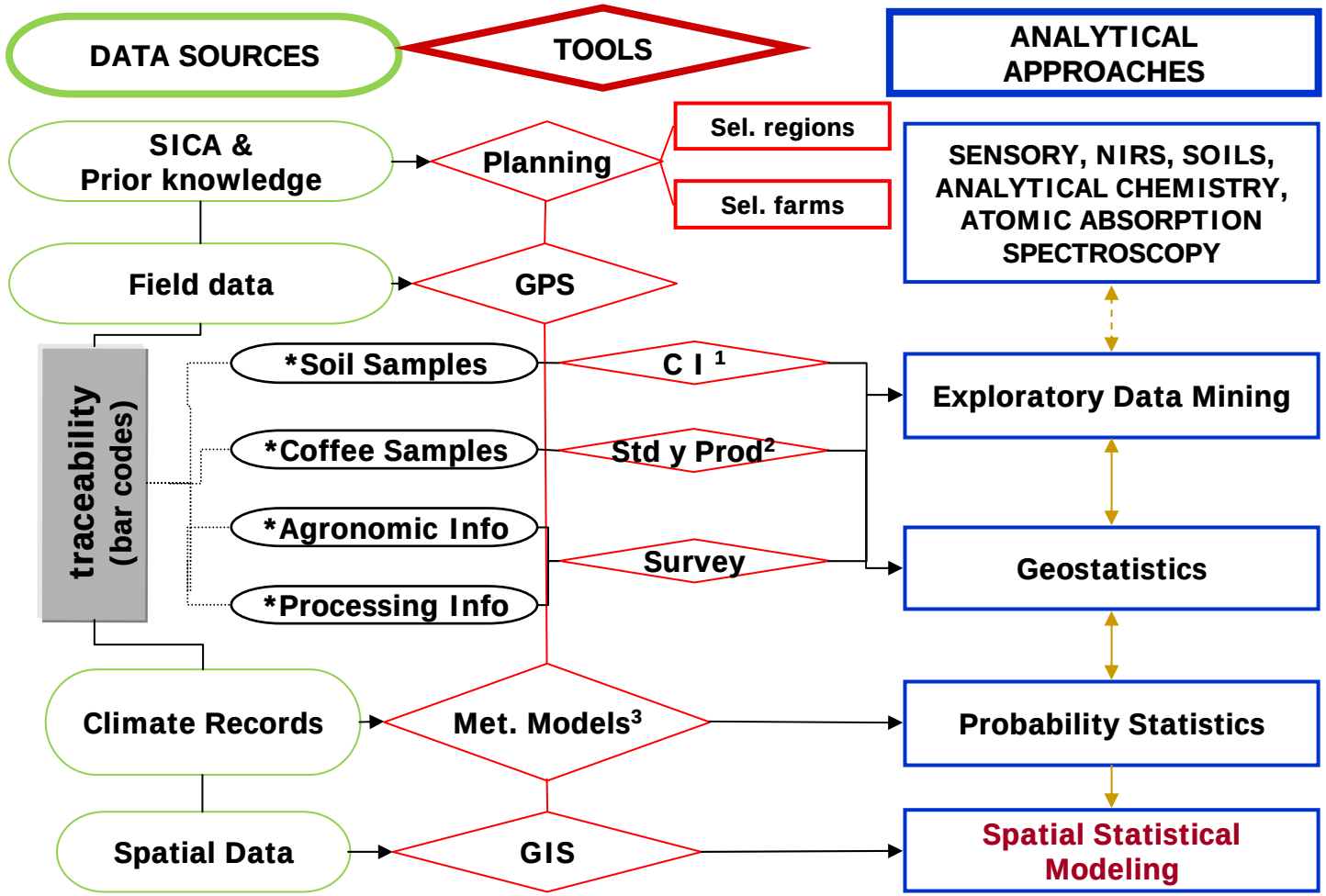
- ✓ **Implement** the strategy– Guarantee its defense

Through an extensive research the relationship between the quality and the area of origin was identified



1. Characterization analysis I . pH, MO, P, K, Ca, Mg, Al, Fe, Mn, Zn, y Cu
2. Standar samples STD and grower sample (PROD)
3. Meteorological models(WORLDCLIM Y FAOCLIM)

Field work was coordinated with growers and regional Committees

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Region selection

Farms list

V	
MCPIO	Total
Arboleda	7
Buesaco	11
Colon (genova)	15
Consaca	10
El Rosario	6
El Tablón	7
El Tambo	10
La Florida	8
La Unión	25
Leiva	6
Linares	6
Los Andes (soto	7
Samaniego	14
San José De Albán	8
San Lorenzo	19
San Pablo	8
San Pedro de Cartago	5
Sandoná	12
Taminango	12
Grand Total	196

Project socialization and planning

Soil sampling and georeferenciation

Sample reception and process

IDENTIFICACION DE MUESTRA

PRODUCTOR

Fecha (hoy): Código SICA:

Departamento: Municipio:

Distrito: Vereda

Nombre finca: Variedad: Caturra ☐ Colombia ☐

No Cédula: Borbón ☐ Tabi ☐ Otra: ☐

Nombre productor: Teléfono

Código muestra

Observaciones / Comentarios:

Muestra	Postcosecha (elija con x)	Secado (elija con x)
Fecha cosecha (MM - DD - AA)	Húmedo ☐ Becolsub ☐ Mixto ☐	Patio (solar-patio) ☐ Guardiola ☐
Tiempo entre recolección y beneficio (horas)	Tiempo de fermentación (horas)	Parabólico ☐ Plasticos ☐
Tiempo de secado (días)	Número de lavadas	Silo ☐ Paseras ☐

Form DOPa_01_muestra Productor

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Climate records and Growing Environments data was included into the analysis

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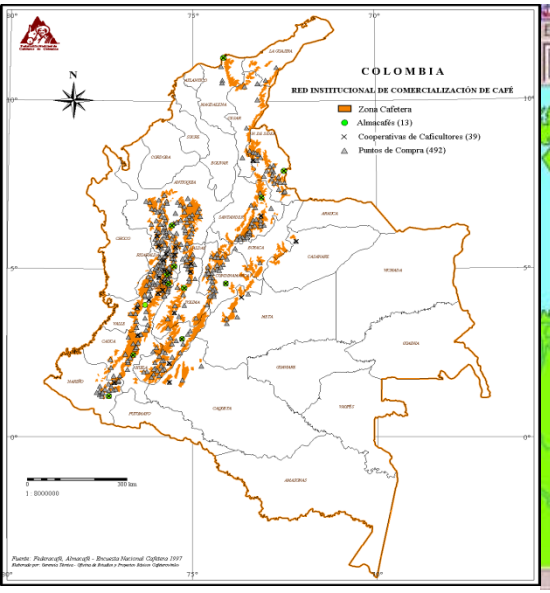
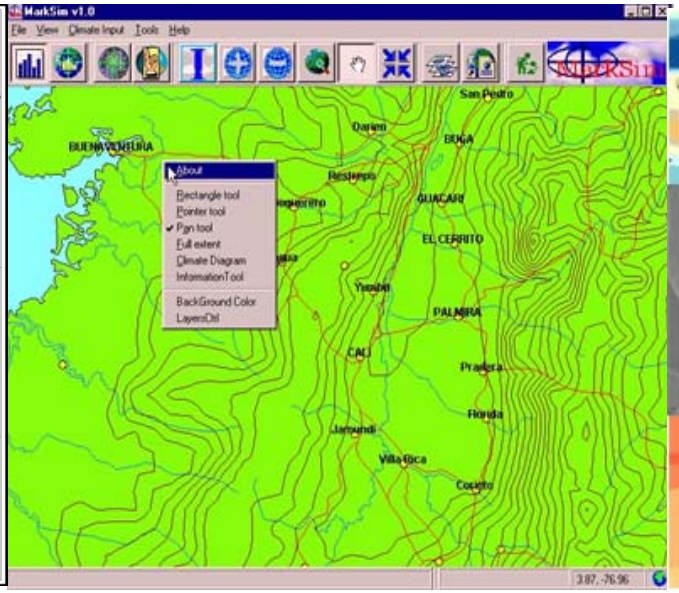
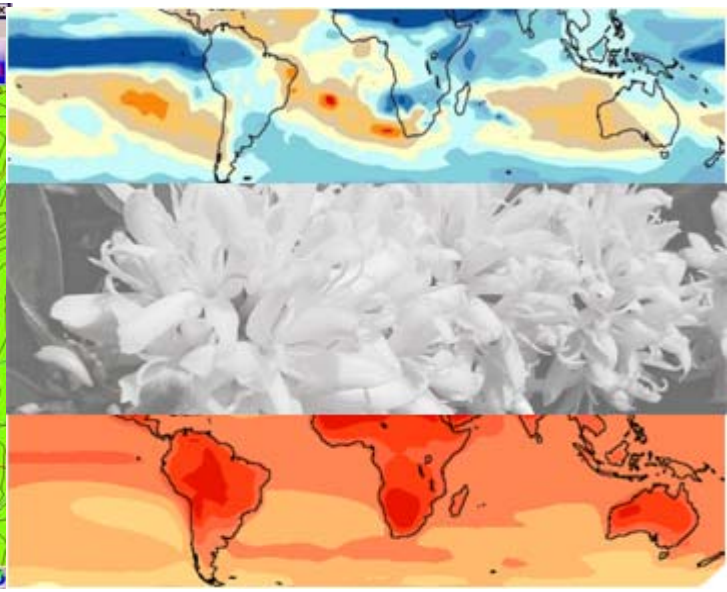
WorldClim - Global Climate Data







60 Meteorological Station
200 pluviometric stations

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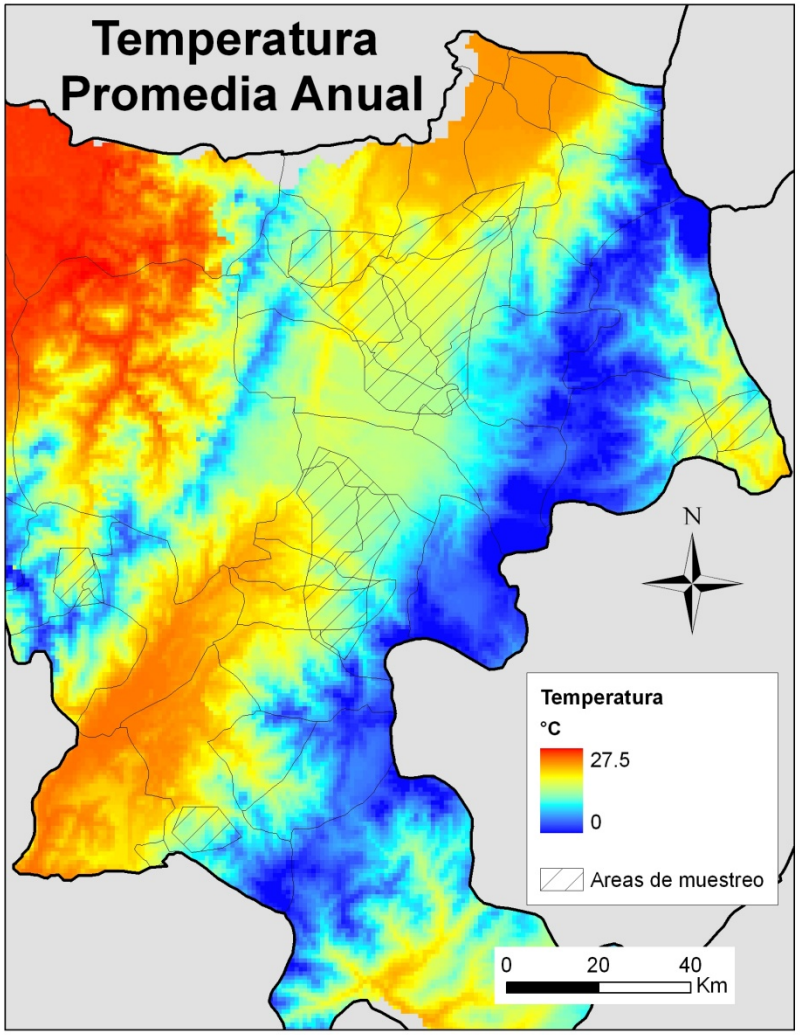
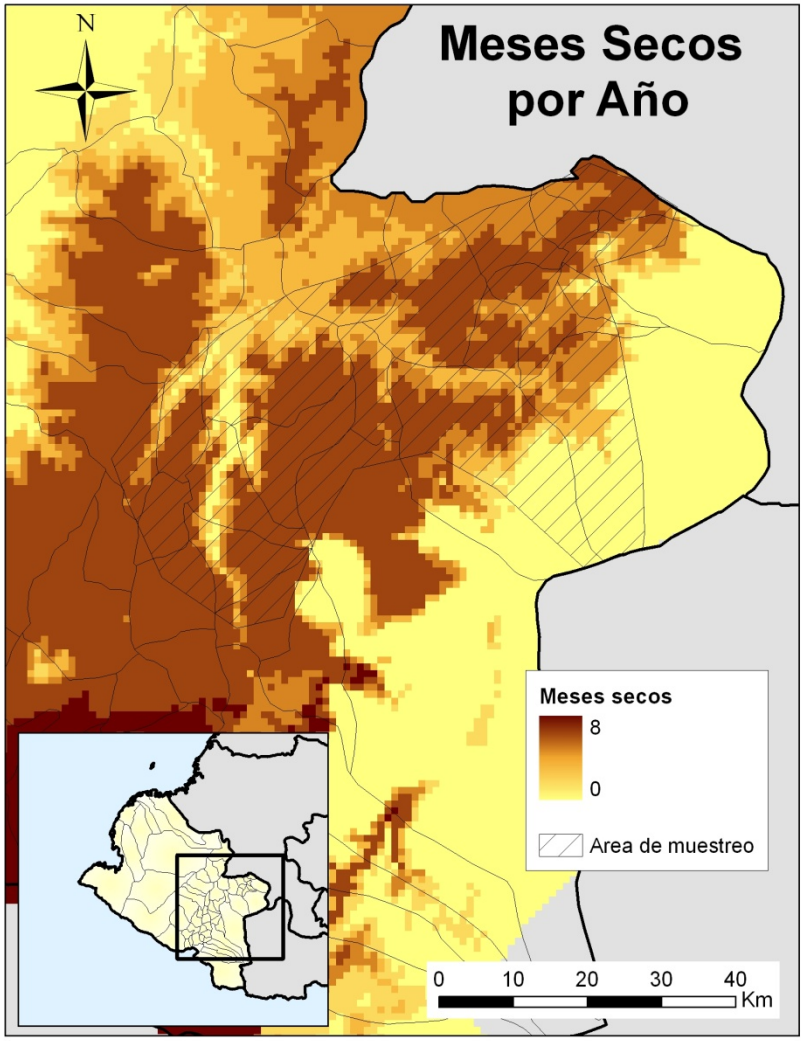
Environmental characteristics were mapped





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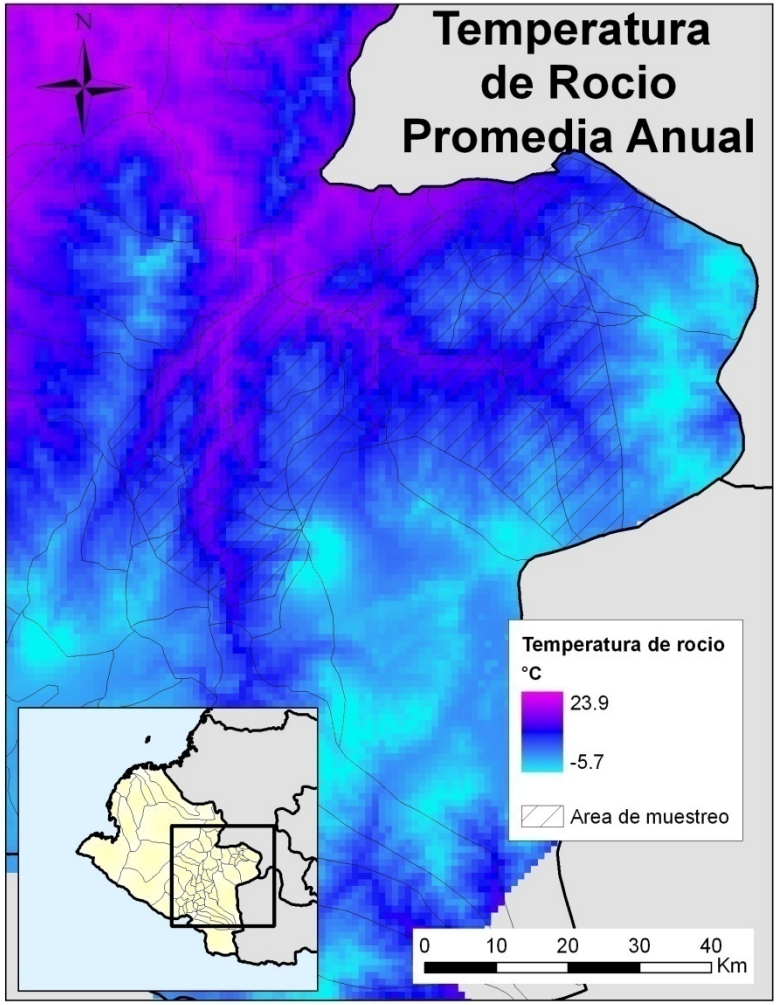
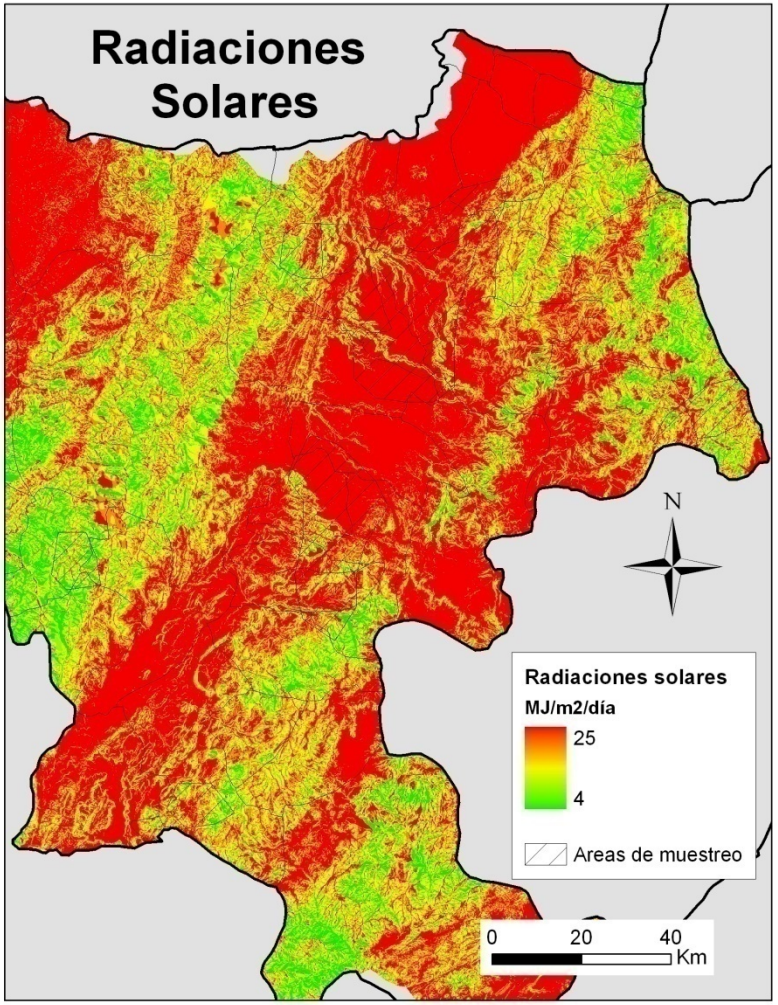
Dew point, solar radiation





Evaluated samples per region

PHASE	REGION	STANDARD SAMPLE	GROWER SAMPLE	TOTAL	SOILS	SENSORY
I (2006)	CAUCA	152	154	306	154	1224
	NARIÑO	217	199	416	193	1664
	TOTAL 2006	**369**	**353**	**722**	**347**	**2888**
II (2007)	HUILA	235	199	434	183	1736
	TOLIMA	205	198	403	204	1612
	SANTANDER NORTE	88	88	176	88	704
	SANTANDER SUR	201	201	402	201	1608
	CESAR-GUAJIRA	79	79	158	79	632
	TOLIMA	75	75	150	75	600
	TOTAL 2007	**883**	**840**	**1723**	**830**	**6892**
III (2008) VER_2008	HUILA	170	161	331	141	1324
	SANTANDER NORTE		71	71		284
	SANTANDER SUR		190	190		760
	CESAR-GUAJIRA		27	27		108
	MAGDALENA		33	33		132
	TOTAL		321	321		1284
	TOTAL 2008	**170**	**803**	**973**	**141**	**3892**
VER_2009	CAUCA	246	243	489		2892
	NARIÑO	194	185	379		2372
	HUILA (SEC. LA PLATA)	55	55	110		1996
	HUILA (ZONA NORTE)		171	171		1112
	HUILA (ZONA SUR)		160	160		440
	ZONA NORTE COLOMBIA		295	295		0
	TOTAL 2009	**495**	**1109**	**1604**	**0**	**8812**
	TOTAL	**1.917**	**3.105**	**5.022**	**1.318**	**22.484**

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A substantial amount of data related to each sample was systematically obtained during different crop seasons

FARM

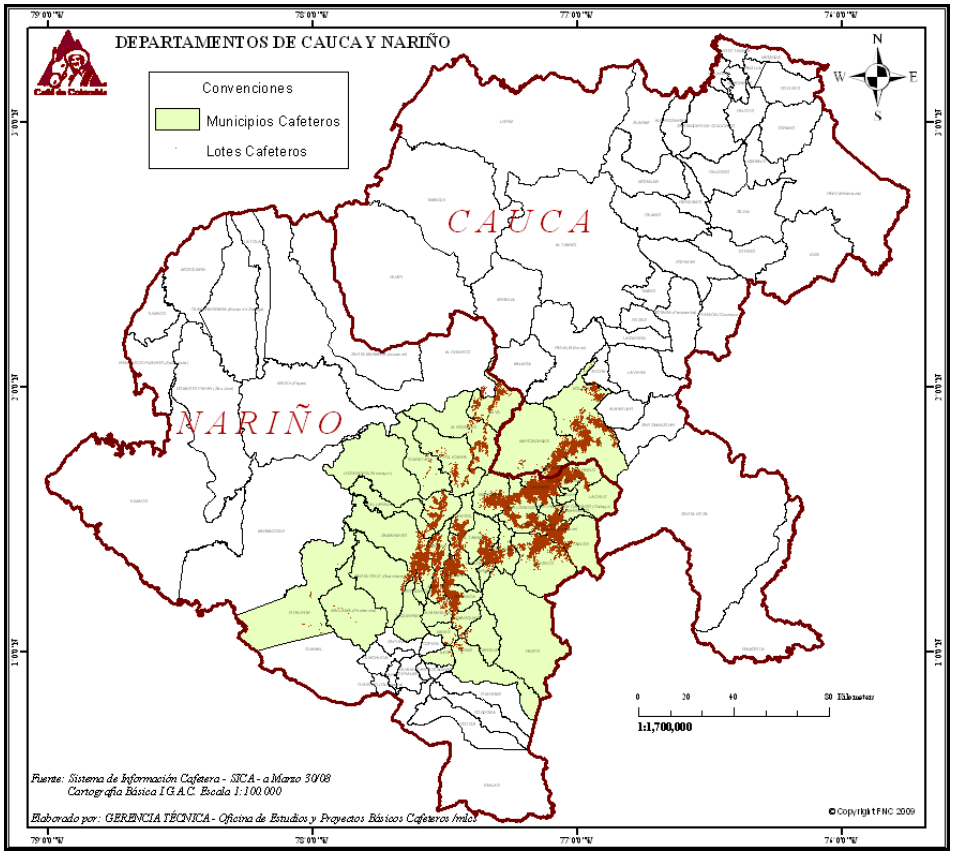
- **Geographic (5):** Latitude, longitude, elevation, slope, aspect
- **Climatic(7):** Average temperature, min, max, solar radiation, precipitation, dew point, temperature range between day-night.
- **Production System(43):** Farm data(9), grower data(9), Harvest practices (8), soil management(14) “Lote” information(10).
- **Soil Analysis(16):** Minerals.

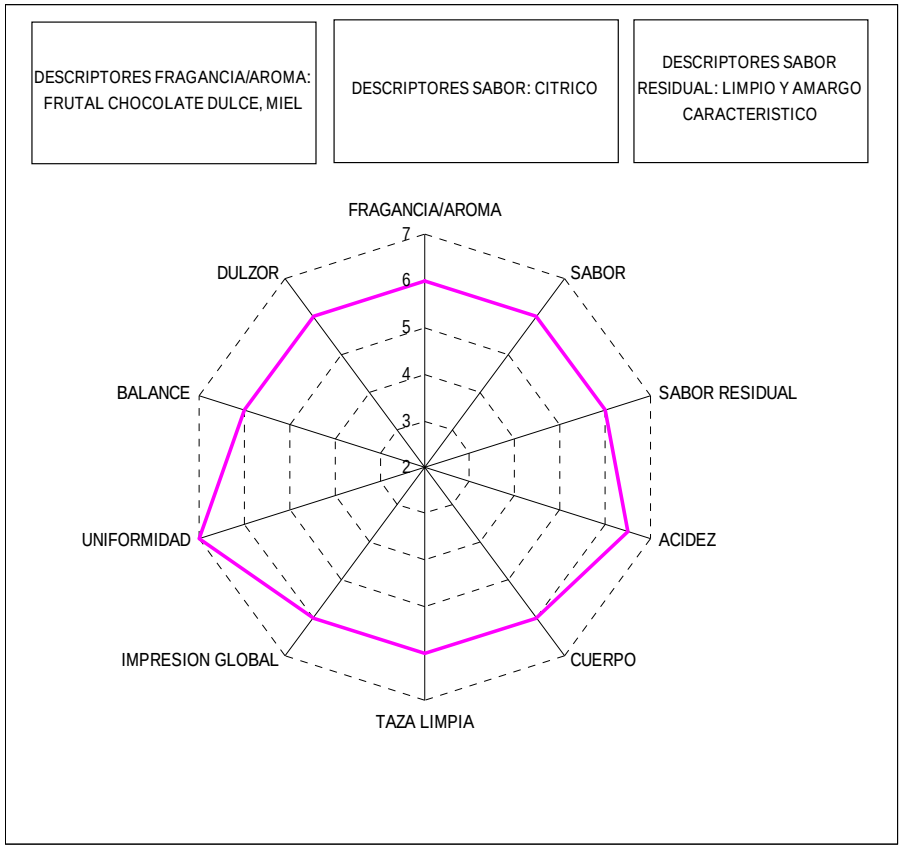
COFFEE

- **Quality related(55):** Chemical compounds(15), phisical variables (30), sensory attributes (10).
- **NIRS (1050):** Near IR absorption spectrum.
- **Atomic absorption (15):** Elements.
- **PLASMA (43):** Trace element.

➢**1234 variables per sample.**

A defined domain and product description for Café de Nariño





qualitative descriptive analysis illustration

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Product quality and production environment

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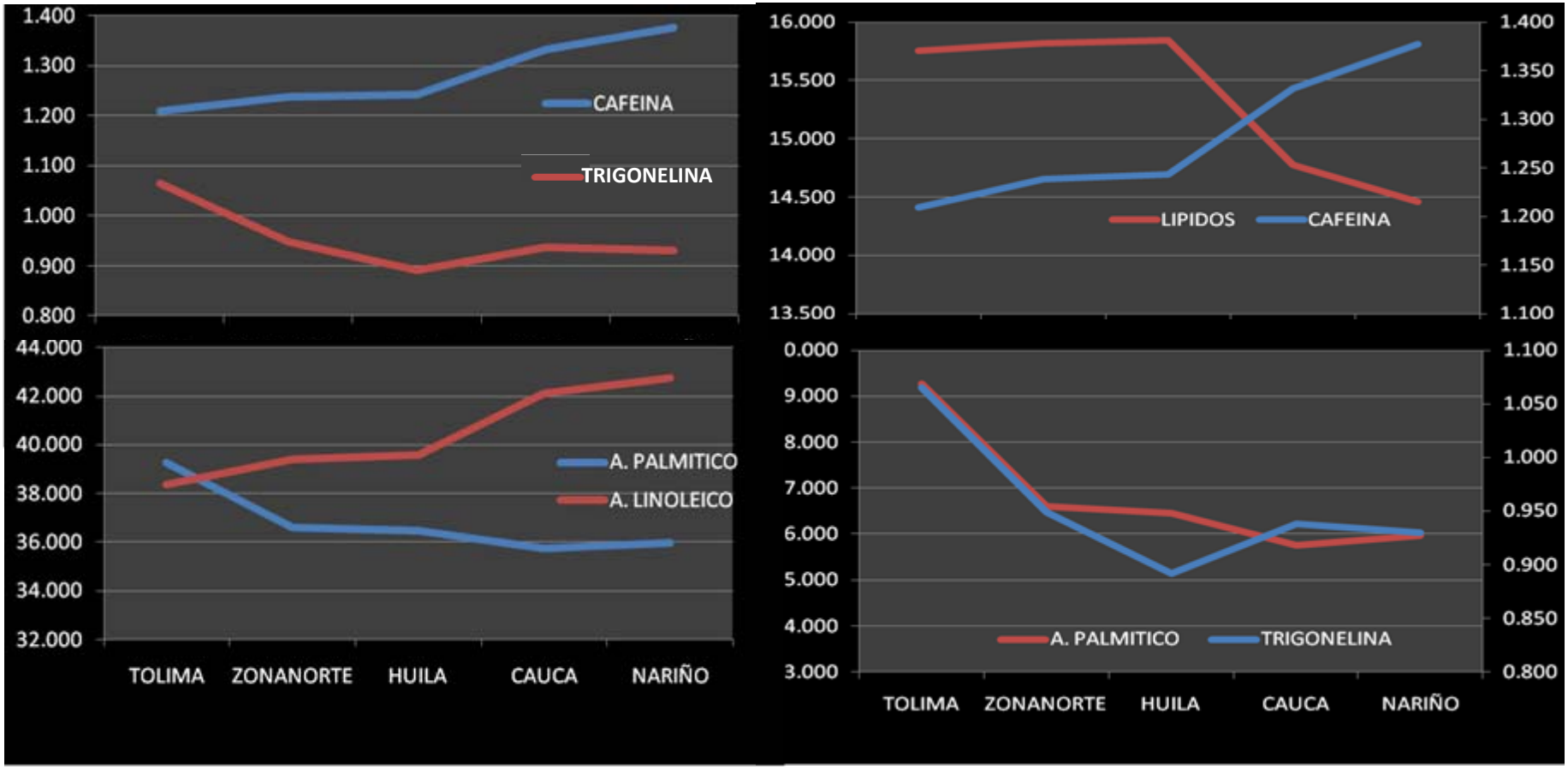
Average value of the chemical compounds obtained through NIRs



Correlation between environment and presence of certain compounds.

NARIÑO

VARIABLE	Cafeína	Trigonelina	A. Clorogénicos
Altitud (m.s.n.m)	-	+	
Rango T° Diurna	+	-	
T° Media	+	-	+

CAUCA

VARIABLE	Cafeína	Trigonelina	A. Clorogénicos
Altitud (m.s.n.m)	-		+
Rango T° Diurna	-		-
T° Media	+		-
Punto de rocio	+		-
Lluvia		-	

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Example: Acidity correlation

Factor	Factor Range	Factor Importance
Average diurnal temperature range in °C	10.5 – 12.2	3.29
Average annual precipitation in mm	2081 – 2232	2.88
Number of dry months per year	1	2.75
Slope in degrees	0 – 19	2.70
Number of dry months per year	0	2.59
Average diurnal temperature range in °C	10.3 – 10.4	2.03

Correlation vs. Causality?

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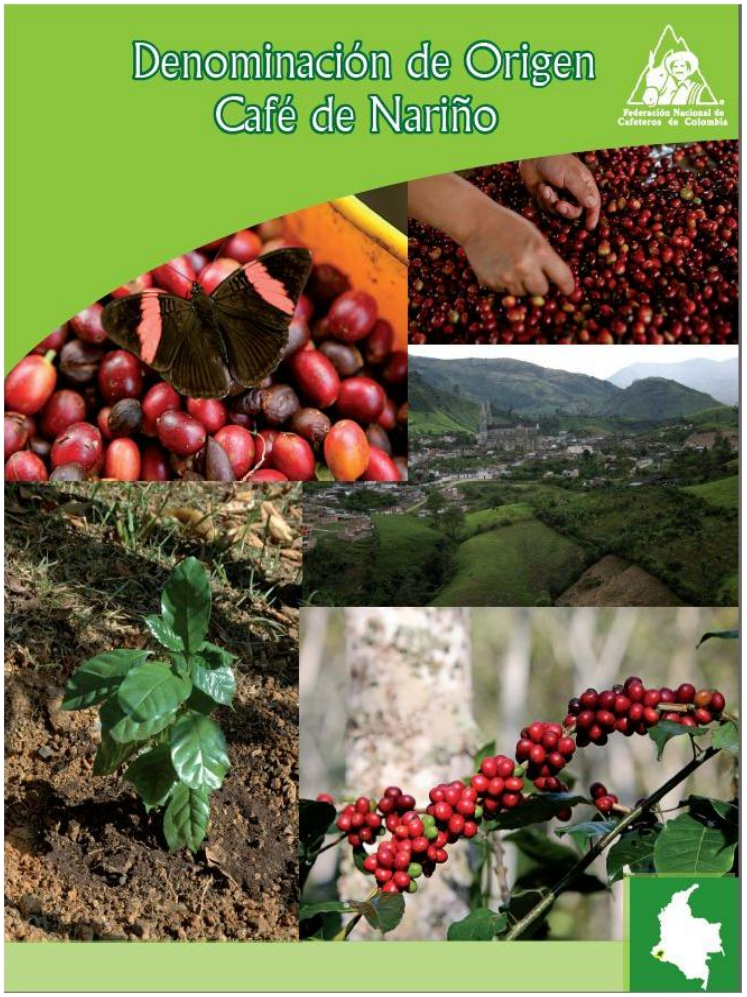

"A Denomination of Origin CAFÉ DE NARIÑO is requested for *the coffee grown in the Area defined in this document under clause 3.which, when processed, has the following characteristics****: high acidity****, medium body,* ***sweet notes****, clean cup, mild, and a pronounced aroma.*"

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- ✓ Demonstrate **legitimacy** of the Growers decision
- ✓ **Implement** the strategy– Guarantee its defense

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Developing a global communication strategy

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Virtual trip to Nariño origin

Website Cafe de Colombia

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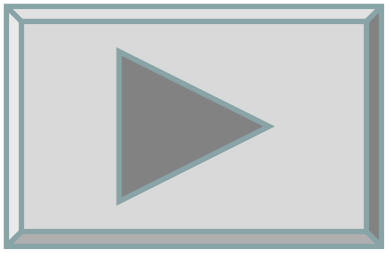
GI Cafe de Nariño



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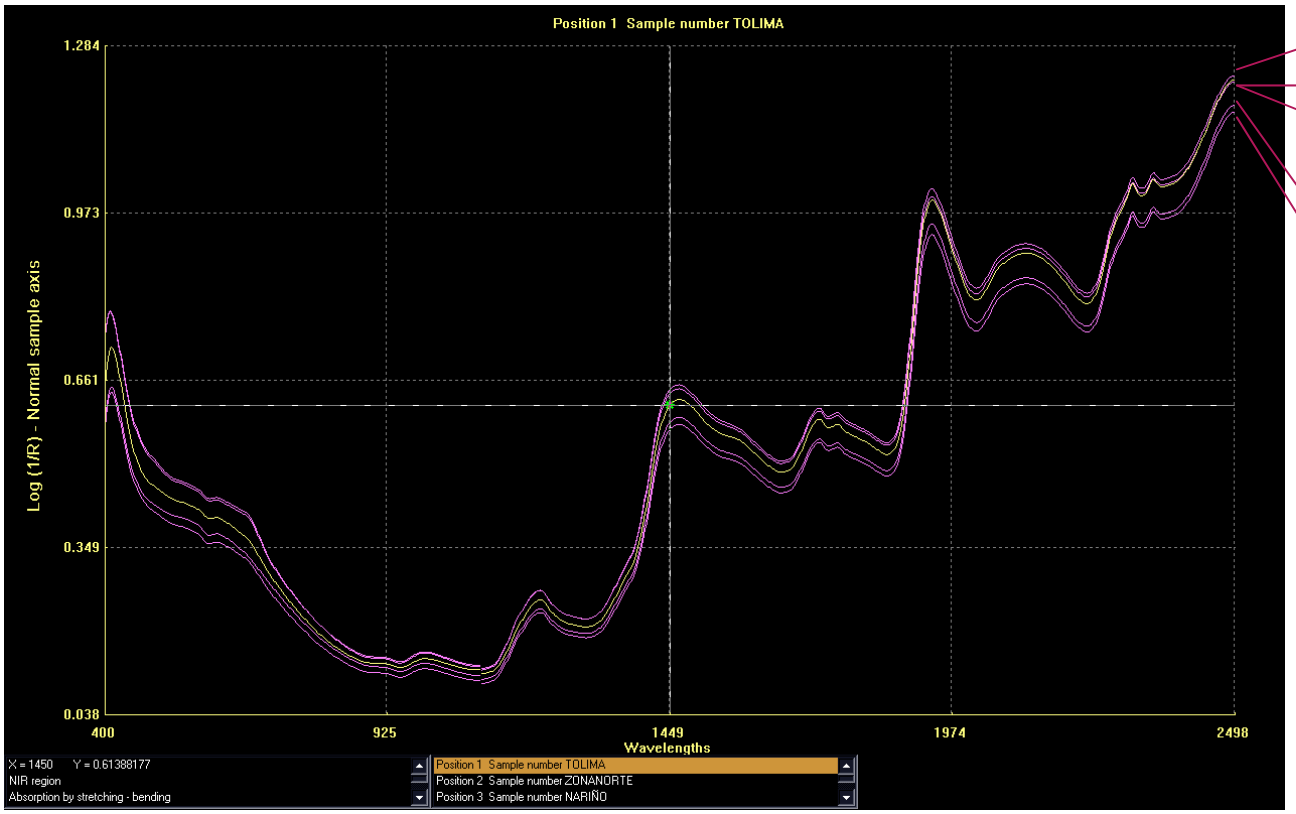
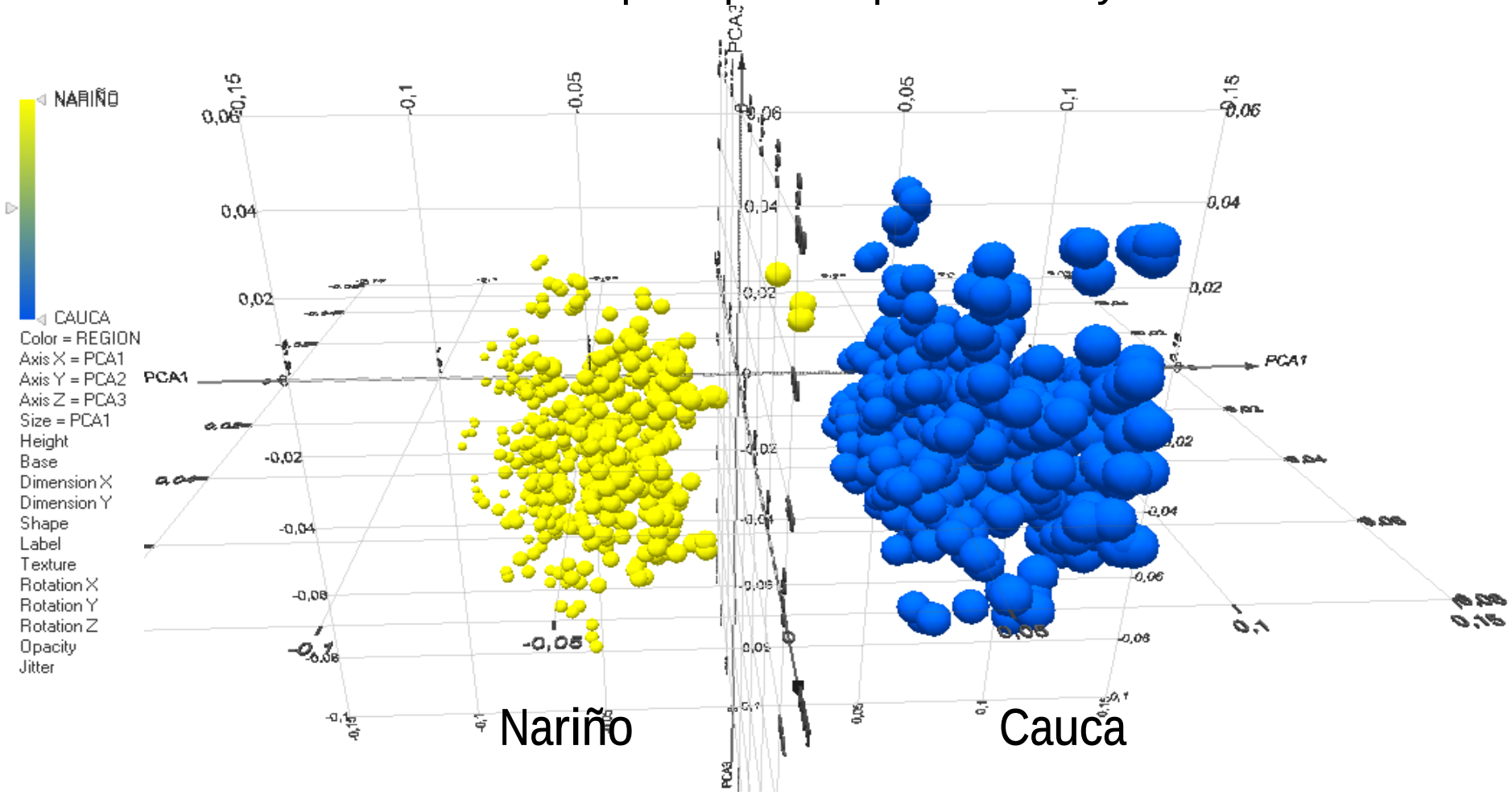
Chemical profiles identified with Near-infrared spectroscopy



- ✓Absorption readings with the NIR (900-2500 nm).
- ✓Each spectrum cointains 1050 absorption points (variables).
- ✓Qualitative and discriminant analysis (PCA).
- ✓Quantitative analysis (chemical compunds composition)

Product & environment spatial distribution

Cauca Nariño principal component analysis



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Consumer

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Gracias – Thank you More info www.CafedeColombia.com